



Water
Stewardship
Asia Pacific

Water Stewards Verification Programme

Branding and Labelling Policy

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Water Stewardship Australia Ltd (trading as Water Stewardship Asia Pacific, WSAP) is a member-based organisation with a mission to empower organisations and individuals to take collective action for a sustainable and equitable water future through water stewardship.

Introduction

Water stewardship means the responsible use of water that is:

- (a) **environmentally sustainable** - in that it maintains and improves biodiversity and ecological processes at the catchment level; and
- (b) **socially equitable** - in that it recognises basic human needs and ensures long-term benefits (including economic benefits) for local people and society at large; and
- (c) **culturally sensitive** – in that it recognises and provides for the importance of freshwater to local indigenous peoples and communities, and
- (d) **economically beneficial** - in that it minimises corporate risk while ensuring that water is available for a multitude of economic benefits and uses over the long-term.

The concept of water stewardship as an objective, measurable target or standard was developed in response to shared water challenges in Australia, which became critical and urgent during the Millennium Drought. Water Stewardship Australia Ltd, now trading as Water Stewardship Asia Pacific, was founded as an organisation as a means of increasing uptake of water stewardship activities and processes.

The work of Water Stewardship Australia was fundamental to the development of the International Water Stewardship Standard (“the Standard”). The Standard is overseen by the Alliance for Water Stewardship. It is a programme developed within the ISEAL framework (International Social and Environmental Accreditation and Labelling) that allows water users to be audited against the Standard’s requirements to become accredited water stewards. It is a credible and robust foundation for the delivery of water stewardship outcomes.

The Programme utilises the Standard, but is designed to be scalable, affordable, flexible, and ambitious yet attainable – all whilst leading to quantitative improvements in outcomes for water dependent ecosystems and communities. Water stewards participating in the Programme move through five main stages of participation: Member, Commit, Implement, Verify, and Advanced Verify (Four-Star and Five-Star).

Scope

This document sets out the requirements for organisations participating in the Programme to provide an Annual Communication of Progress, outside of years where a Verification Audit or Maintenance Audit have been completed for the relevant site.

This document forms part of the Programme requirements. It should not be read in isolation of other WSAP policy documents or the Standard, which are available through the WSAP website.

This document applies only to those participating in the Programme as developed and delivered by WSAP. Membership of WSAP is a requirement for commencement and completion of the Programme.

Branding, labelling, and claims for the Water Stewardship Verification Programme

The branding, labelling, and claims allowed at each level of the Programme are set out below. For complete information on the requirements for each programme step, refer to the *Water Stewards Verification Programme Verification and Audit Requirements* document.

At no stage may a member or Participant use a logo or claim applicable to a programme step higher than that which they have completed and been confirmed as achieving.

Water Stewardship Asia Pacific Membership

Programme requirement: Become a Water Stewardship Australia Ltd member

- The Participant is a member of WSAP and maintains that membership as per the membership requirements set out in the Constitution of Water Stewardship Australia Ltd.

Branding, labelling, and claims

- The Participant may make claims that it is a member of WSAP, and that the member supports the objects and principles of water stewardship.
- The member may include information on its specific water stewardship activities in off-product promotional materials.
- The member may use the Membership Brand Mark in off-product promotional materials.
- The member may not use the Membership Brand Mark for on-product labelling or make any claims relating to the Programme.



Water Stewardship Verification Programme Stage: Commit

Stage Two of the Programme is the commitment and planning phase. Participants are required to maintain their membership of WSAP, and publicly commit to the philosophy, concept, and process of becoming recognised Water Stewards through the Programme.

Stage requirement: Commit to water stewardship and make a water stewardship plan

- The Participant must make a public commitment statement to meet the requirements of Steps 2.1.1 and 2.1.2 of the Standard, which is to be sighted and reviewed by WSAP for acceptability.
- The Participant must gather data to understand shared water challenges and water risks, effects, and opportunities to meet the requirements of Step 1 of the Standard.
- The Participant must develop a water stewardship plan to meet the requirements of Step 2 of the Standard.
- An Internal Review must be completed by the Participant to the satisfaction of WSAP to demonstrate compliance with the required indicators and criteria.
- To maintain the Commit level of verification (if not continuing to Stage Three of the Programme), an Annual Communication of Progress must be submitted every 12 months.

Branding, labelling, and claims

- The Participant may make the following claim in off-product promotional materials:
“XXXX is committed to the Water Stewards Verification Programme for its site/operations at XXXX. We have been accepted for entry into the Verification Programme and we have developed a Water Stewardship Plan to address water challenges, risks, and opportunities and improve water outcomes. The Plan has been reviewed by WSAP as meeting the requirements of the Water Stewards Verification Programme.
- The Participant may include information on its specific water stewardship activities in off-product promotional materials.
- The Participant may use the Water Stewards Brand Mark in off-product promotional materials.
- The Participant may not apply the Membership or Water Stewards Brand Marks for on-product labelling.



Water Stewardship Verification Programme Stage: Implement

Stage Three of the Programme is the implementation phase. Participants are required to maintain their membership of WSAP and implement their Water Stewardship Plan and thereby improve the effects of the site on water outcomes.

Stage requirement: Implement the Water Stewardship Plan

- The Participant must implement their Water Stewardship Plan through actions and practices that improve the site's effects on water outcomes, to meet the requirements of Step 3 of the Standard.
- An Internal Review must be completed by the Participant to the satisfaction of WSAP to demonstrate compliance with the required indicators and criteria.
- To maintain the Implement level of verification (if not continuing to Stage Four of the Programme), an Annual Communication of must be submitted every 12 months.

Branding, labelling, and claims

- The Participant may make the following claim in off-product promotional materials:
"XXXX is implementing a Water Stewardship Plan for its site/operations at XXXX and meets the requirements of the Water Stewardship Verification Programme to mitigate water risks and ensure improvements in water management performance."
- The Participant may include information on its specific water stewardship activities in off-product promotional materials.
- The Participant may use the Membership and Water Stewards Brand Marks in off-product promotional materials.
- The Participant may not apply the Membership or Water Stewards Brand Marks for on-product labelling.



Water Stewardship Verification Programme Stage: Verify

Stage Three of the Programme is becoming a verified Water Steward. Participants must maintain their membership of WSAP and, following implementation of their Water Stewardship Plan, will evaluate their actions and the plan. Public communication and disclosure of efforts and actions is also required.

Stage requirement: Evaluate the Water Stewardship Plan, communication and disclose progress.

For initial Verification:

- The Participant must evaluate their actions and their Water Stewardship Plan, to meet the requirements of Step 4 of the Standard and be audited accordingly to demonstrate achievement.
- The Participant must communicate about water stewardship and disclose the site's water stewardship efforts, to meet the requirements of Step 5 of the Standard and be audited accordingly to demonstrate achievement.

To maintain Verification status in subsequent years:

- A Maintenance Audit must be conducted every three years to demonstrate achievement of
 - implementation their updated Water Stewardship Plan as per the requirements of Step 3 of the Standard
 - evaluation their actions and their Water Stewardship Plan, to meet the requirements of Step 4 of the Standard
 - communication about water stewardship and disclose the site's water stewardship efforts, to meet the requirements of Step 5 of the Standard
- The Participant must submit an Annual Communication of Progress which must be approved by WSAP as acceptable within 12 months of the date of submission of the previous Annual Communication of Progress or Audit, whichever was the most recent.

Branding, labelling, and claims

- The Participant may make the following claim in off-product promotional materials:

"XXXX is a verified Water Steward under the Water Stewards Verification Programme for its site/operations at XXXX. All Programme aspects have been independently audited by XXXX as meeting the requirements of the Programme to mitigate water risks and ensure improvements in water management performance."
- The Participant may include information on its specific water stewardship activities in off-product promotional materials.
- The Participant may use the Membership Brand Mark options in off-product promotional materials.
- The Participant may use the Verified Water Stewards Logo options in off-product promotional materials and on-product labelling



Water Stewardship Verification Programme Stage: Advanced Verify Four-Star

The advanced stages of the Programme are verification at the Four- or Five-Star level. Participants must complete all the steps required in the Programme and implement additional actions and best practices to attain additional verification points.

Stage requirement: Complete full verification process and attain verification points to the Four-Star Level

For initial Verification:

- The Participant must implement all the required steps of the Standard.
- The Participant must implement advanced indicator actions as set out in the Standard to a value of between 40-79 points and be audited accordingly to demonstrate achievement.

To maintain Verify Four-Star status in subsequent years:

- The Participant must complete the maintenance requirements set out for Verify status and implement advanced indicator actions as set out in the Standard to a value of between 40-79 points and demonstrate achievement every three years through a Maintenance Audit.
- The Participant must submit an Annual Communication of Progress which must be approved by Water Stewardship Pty Ltd as acceptable within 12 months of the date of submission of the previous Annual Communication of Progress or Audit, whichever was the most recent.

Branding, labelling, and claims

- The Participant may make the following claim in off-product promotional materials:

“XXXX is a verified Advanced Four-Star Water Steward under the Water Stewards Verification Programme for its site/operations at XXXX. All Programme aspects have been independently audited by XXXX as meeting the Verify Four-Star requirements of the Programme to mitigate water risks and ensure improvements in water management performance.”

- The Participant may include information on its specific water stewardship activities in off-product promotional materials.
- The Participant may use the Membership Brand Mark options in off-product promotional materials.
- The Participant may use the Verify Four-Star Water Stewards Logo options set out below in off-product promotional materials and on-product labelling.



Water Stewardship Verification Programme Stage: Verify Five-Star

The advanced stages of the Programme are verified at the Four- or Five-Star level. Participants must complete all the steps required in the Programme and implement additional actions and best practices to attain additional verification points.

Stage requirement: Complete full verification process and attain verification points to the Five-Star Level

- The Participant must implement all the required steps of the Standard.
- The Participant must implement advanced indicator actions as set out in the Standard to a value of 80 points or more and be audited accordingly to demonstrate achievement.

Branding, labelling, and claims

- The Participant may make the following claim in off-product promotional materials:

“XXXX is a verified Advanced Five-Star Water Steward under the Water Stewards Verification Programme for its site/operations at XXXX. All Programme aspects have been independently audited by XXXX as meeting the Verify Five-Star requirements of the Programme to mitigate water risks and ensure improvements in water management performance.”

- The Participant may include information on its specific water stewardship activities in off-product promotional materials.
- The Participant may use the Verify Five-Star Water Stewards Logo options in off-product promotional materials and on-product labelling.



Rules of use

1. The Programme Brand Mark is the property of Water Stewardship Australia Limited.
2. Only members of WSAP may use the Membership Brand Mark.
3. Only current members of WSAP that have met the Programme requirements as set out in the *Water Stewards Verification Programme Verification and Audit Requirements* document may use the Water Stewards Brand Mark applicable to the member's level of verification attainment.
4. Unless specifically agreed to in writing by WSAP, the Brand Marks must be used in accordance with these Rules of use and must adhere to the Style Guide specifications outlined below. The use of the Brand Marks in any other way than as specified in these Rules and Style Guide specifications is at the sole discretion of WSAP.
5. Off-product promotional material includes stationery, websites, social and traditional media channels and communications, etc.
6. The Brand Marks may only be used in on-product labelling where the Programme Participant has achieved the Verify, Advanced Verify Four-Star, or Advanced Verify Five-Star levels of the Programme.
7. In accordance with Australian, New Zealand, and any other applicable consumer laws, the name Water Stewardship Australia Limited and/or the Programme Brand Marks must not be used in any way that could mislead or deceive consumers and the public or damage the reputation of Water Stewardship Pty Limited, WSAP, or the Programme.
8. WSAP Limited encourages Participants using the Brand Marks to provide information to consumers about the Programme and where they can find further information about the scheme, such as the WSAP website.
9. The rights and obligations contained within these rules are specific to each Programme Participant and may not be assigned, transferred, or sub-licensed to any other person or organisation.
10. A Participant's approval for use of the Programme Brand Mark may be revoked or suspended by WSAP if the Participant:
 - a. Uses the Brand Mark otherwise than in accordance with these Rules without the express permission in writing of WSAP; or
 - b. Fails to maintain their membership of WSAP; or
 - c. Fails to maintain their status within the Programme for any reason; or
 - d. Uses the Brand Mark in any way which is likely to mislead or deceive consumers or damages the reputation of WSAP.
11. If a Participant's approval for use of the Programme Brand Mark is revoked or suspended by WSAP, the Participant must immediately cease their use of the Programme Brand Mark and may only recommence their use of the Brand Mark with the express written approval of WSAP.
12. The Verify, Advanced Verify Four-Star, and/or Advanced Verify Five-Star Brand Marks may be used on products, packaging, and materials for sale following the use of the Brand Mark being revoked or suspended, but only in relation to products, packaging, and materials labelled and/or branded prior to the revocation or suspension.

Style Guide for use of the Logo and Brandmark

This style guide outlines the preferred aesthetic use of the logo and brandmark. Please refer to the policy as above for detailed usage. Requests in writing for use of logo in a different format can be made by emailing info@waterstewardship.org

1. Membership Logo

There are two versions of the membership logo



Black (preferred)

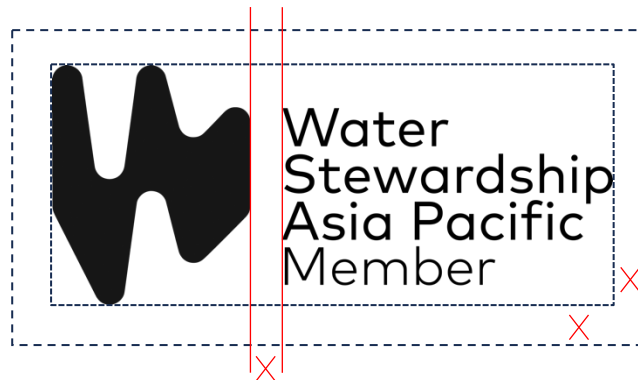


Reverse

The membership logos may be used by all members of WSAP off-product, online or in print.

Exclusion zones ensures that our logo helps maintain the integrity and clarity of our logo.

Please do not use our logo smaller than 150px.





- 2. Brandmark (Off product) and Verified Brandmark (On or Off Product)
There are two layout version of the brandmark available for use, Vertical (Preferred) and Horizontal.

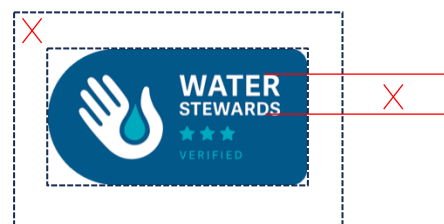
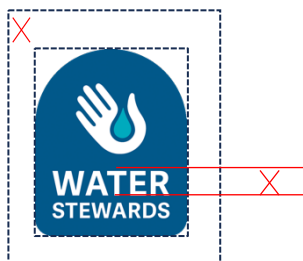
Brandmark



Verified Brandmark



Exclusion zones ensures that our logo helps maintain the integrity and clarity of our logo



The minimum size for the brandmark and verified brandmarks are as follows



12 mm



20 mm



12 mm



25 mm

The colours used in the logo are the corporate colours of Water Stewardship Asia Pacific.

Clearwater PMS 7692

C 97 M 68 Y 23 K 6
R 0 G 87 B 136
Hex #00588a

Foreshore PMS 7710

C 76 M 11 Y 24 K 0
R 0 G 170 B 189
Hex #00aabd